



American Rural Prosperity Summit

October 4-6, 2022

The Classic Center | Athens, GA

Topical Agenda

Presented By
 Georgia Power

GENERAL TOPICS

AMERICA'S NEW RURAL ECONOMY

America is experiencing a rural renaissance. More and more people are moving back to rural areas, but what does this renaissance mean for business and community leaders? Is there opportunity in rural America, or is it all just talk? In this session, we'll explore the renaissance in rural America and look at some of the opportunities and challenges it presents.

FUTURE OF NON-PROFITS IN RURAL COMMUNITIES | PARTNERS FOR RURAL SUCCESS

Community non-profit organizations play an important role in supporting underserved populations in rural communities. These groups often act as a bridge between government and the private sector, advocating for the needs of the community and working to ensure that everyone has access to the resources they need. Hear from presenters to learn their coalition-building strategies and how they leverage resources to maximize impacts.

FUTURE OF RURAL WORKPLACE CULTURE | A CONVERSATION WITH EMPLOYERS

When fighting the war for talent, understand how work and the workplace are drastically changing and what factors effectively work to attract and retain employees.

FUTURE OF RURAL INNOVATION & HIGHER EDUCATION | CREATING OPPORTUNITIES FOR SUCCESS

Universities play a big role in spurring rural innovation and economic growth. By developing new technologies, incubating businesses, and educating community leaders, universities are helping create opportunities for rural students and residents. In this session, we will take a closer look at how universities are making a difference in rural communities.

FUTURE OF ENTREPRENEURSHIP IN RURAL PLACES | DEVELOPING AN ECOSYSTEM FOR GROWTH

The majority of businesses in the country are less than five years old, meaning most are new businesses being led by someone with an entrepreneurial spirit. Entrepreneurs play a vital role by creating dynamic and innovative economies. Learn how businesses and rural communities are working to create spaces to encourage and support this cornerstone of community and economic development.

BECOMING A DESTINATION | A COMMUNITY HOW-TO

By tapping into their unique history, culture, and natural beauty, rural communities can create a tourism-centric economy that will bring in much-needed revenue and jobs.

USDA RURAL PARTNERS NETWORK | "BUILDING STRONGER FUTURES TOGETHER"

When federal agencies and civic partners unite, good things happen. This is especially true for communities selected to participate in the Rural Partners Network. Created to improve access to government resources, staffing and tools, these network communities work to develop meaningful rural strategies and improve visibility and attention to rural issues.

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FUTURE OF CLIMATE IN RURAL AMERICA | PREPARING YOUR COMMUNITIES & BUSINESSES FOR CHANGING CLIMATE CONDITIONS

Rising temperatures and extreme weather will impact more than the agriculture industry. Learn what businesses and communities across rural America need to consider when planning and preparing for the future.

KEYNOTE SESSIONS

Paige Clayton, Assistant Professor, School of City & Regional Planning, Georgia Institute of Technology

POSITIONING INNOVATION ECOSYSTEMS IN RURAL AMERICA | MAPPING NEW IDEAS

Seeking opportunities for economic success in your rural community? Track the latest trends and learn the types of support and resources needed for greater opportunity and success in rural innovation and entrepreneurship.

Matt Wagner, Chief Program Officer, Main Street America

THE ART (AND SCIENCE) OF ATTRACTING AND RETAINING PEOPLE | EVALUATING COMMUNITY PREPAREDNESS

Being a community of choice takes strategy and intentionality. Learn what data suggests are the best practices to attracting and retaining people. Also, understand trends in remote work and learn about a pilot program in Virginia that is helping communities evaluate and analyze their potential to be a place of choice for remote workers.

David Gattie, Associate Professor, University of Georgia College of Engineering and Senior Fellow, UGA Center for International Trade and Security

AMERICA'S ENERGY TRANSITION | A MATTER OF STATE AND NATIONAL SECURITY

There is no denying that the renewable energy industry is growing and evolving right before our eyes. As rural stakeholders, hear what research says regarding the importance of reliable and responsible transitioning and learn what role you have to play in preparing for the future of your community or business.

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BREAKOUT TRACKS

HOW TO BE AN INCLUSIVE LEADER | WHAT? SO WHAT? NOW WHAT?

Inclusive leadership is about creating a culture in your business-community where people with different backgrounds, mindsets, and personalities come together to unleash the power of diverse collaboration. In this conference track, the first session will expose participants to 'what' inclusive leadership is and how it is defined for individual leaders and their businesses-communities. The second session will focus on 'so what' where participants will learn trends and best practices in inclusive leadership, particularly how infusing inclusive leadership practices into business operations leads to increased productivity and higher employee morale. The third and final session is 'now what,' and focuses on the call to action to participants in how they can apply their learnings in the first two sessions to day-to-day activities in their own lives, businesses, and communities. All three sessions of this track will be interactive in nature, and provide tools for how participants can be intentional about avoiding "check the box" trainings that oftentimes further divisions among employees and constituents.

RURAL PROJECT FUNDING | PUBLIC AND PRIVATE FUNDING SOLUTIONS

Every project begins with an idea, but without funding, that is where the process typically ends. You know that funding solutions are available to help you develop or expand your rural projects. In this breakout track, we will explore some of the most innovative funding solutions with public and private partners as well as provide advice on how to choose the best option for your project. Complete this breakout track to learn about traditional and creative solutions to take home to your rural community.

COMMUNITY WALKING TOUR (optional)

DELTA INNOVATION HUB AT THE UNIVERSITY OF GEORGIA'S INNOVATION DISTRICT

By driving innovation through collaboration, the Innovation District seeks to foster a community of innovation, entrepreneurship, and learning. Learn how this initiative partners with the business community to find answers and recruit talent. Tour the diverse spaces and hear about the programs and services offered to promote innovation and entrepreneurship.

CREATURE COMFORTS BREWING CO.

More than just a brewery, learn how the team at Creature Comforts Brewing Co. carries out the company's mission to foster human connection by cultivating a culture welcoming to all. Through community impact programs such as "Get Comfortable," "Get Artistic," and "Brew for One," Creature Comforts works to address some of the city's most pressing needs.

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For more information and to register for this event, please visit www.ruralprosperitysummit.com.
To learn more about our presenting sponsor, Georgia Power, please go to www.georgiapower.com.

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